interactive

October 1996

The HP magazine for corporate professionals

Issue No. 8



Contents

The Power of Partnership



Creating the HP Way



Putting the sizzle into multimedia



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the Editor

Pelcome to the eighth edition of interACTIVE. This issue examines the Power of Partnership, and how successful partnerships are "synergistic" in that they produce an output, or result, far greater than could be achieved by individuals working independently. As you will see there are many examples of the power of partnership – from the sporting arena, to entertainment, to the business world.

We continue the theme in this issue with a tribute to Dave Packard, one of the founders of HP, who died earlier this year. His partnership with Bill Hewlett has prover to be one of the most enduring and rewarding examples of synergy in business. We also take a look at the partnership between HP and one of Melbourne's foremost tertiary education institutions - and the subsequent establishment of a successful workgroup solution.

I look forward to your comments and letters.



Adrian Weiss

Thank you for your letters on *interACTIVE* No. 7. Much valuable feedback and ideas for future editions were given. Our winning letter to the editor for this issue was from Duncan Unwin, Manager – Information Technology at EGR. Duncan wins an HP OmniGo 100LX handheld organiser. Congratulations Duncan!

Dear Adrian,

Your articles on Distribute and Print and the new workgroup printers in Issue 7 were terrific. I was embarking on a project to store our customer instruction sheets electronically and print them when required. I had discounted the possibility of directly printing the quantity required but rather planned to use a high speed copier. Your article made me investigate the recent developments in laser printer technology and we will now be directly printing our customer instructions, bypassing an expensive high volume laser printer.

Thanks for the information.

Regards,

Duncan Unwin

WIN: AN HP DESKJET 690C PRINTER

All letters to the editor have the chance to wim a valuable priize. Tihis issue's prize for the best letter or comment is an IHP DeskJet 690C printer, valued at around \$664. Address your letters to: Adrian Weiss Editor, interACTIVE. Mail address: Hewlett-Packard Australia Limited, P.O. Box 221 Blackburn Vic 3130.

Fax: (613) 9899 5824. E-Mail: adrian_weiss@hp.com

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The

power

of



partnership





dd one and one together and it does not always simply equal two. The sum of two people or two organisations can be a far more complex – and interesting – equation.

In every facet of life – in business
and personal relationships,
politics, sport and entertainment –
the effect of a successful
partnership can be far more
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struggling on alone.

In every facet of life – in business and personal relationships, politics, sport and entertainment – the effect of a successful partnership can be far more formidable than two individuals struggling on alone.

Just listen to recent discussion about the merging of Australian football teams. Two average teams – Melbourne and Hawthorn – considered joining forces. The result would not be one average side, but a "superteam", according to fearful administrators from other clubs.

Some partnerships gel so perfectly that it becomes impossible to imagine one partner without the other. Can you see Fred Astaire tripping the light fantastic without Ginger Rogers? Torvill racing across the ice without Dean?



"We have to create the win-win situation. Only joint success preserves the partnerships. We can't be successful without them and vice-versa."

John Bieske,
 HP's general manager, Computer
 Products, Sales and Distribution.

"A dynamic partnership can be very powerful," says consulting organisational psychologist, Norm Rees. "It's got a lot ot do with the energy that's created."

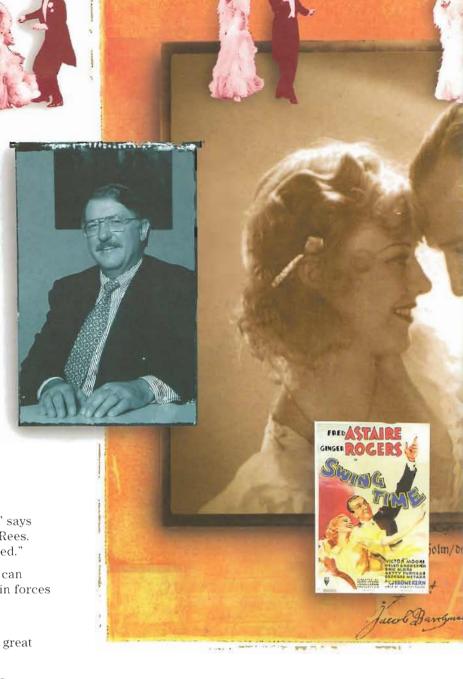
Mr Rees says people in a dynamic partnership can spark off each other, and organisations that join forces can "cut with a sharper knife".

"The power of personal connection is a strong undercurrent in any organisation and can be a great force for good," he says.

In this era of economic efficiency, partnerships involving the sharing of resources make good sense. They can work on a multitude of different levels. Two individuals can join together, as David Packard and Bill Hewlett did, to create something much larger than themselves; two existing companies can enter a commercial partnership for mutual benefit; teams can form within an organisation to tackle challenging projects.

The benefits are obvious, says Norm Rees. Partnerships provide support, encouragement and a level of intensity that leads to greater creativity and productivity. "When people work together they can get a lot more done, and work productivity goes up," he says.

An important element of a successful partnership is that the partners have a mutual interest or goal. However, it works best when they bring different but complementary skills to the relationship.

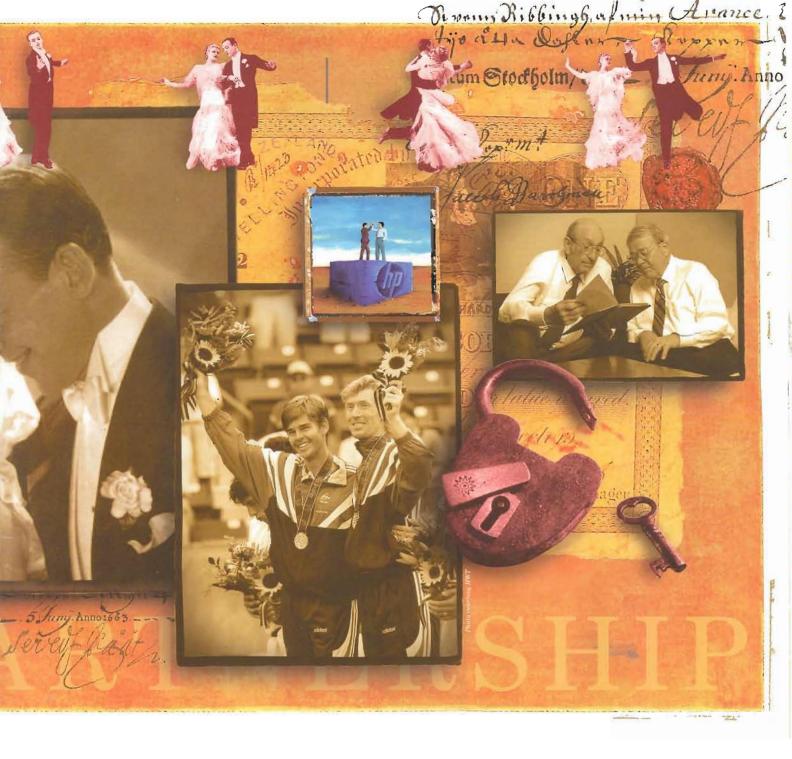


John Bieske, HP's general manager Computer Products, Sales and Distribution, Australasia, says the combined efforts of HP and its partners are essential for world class success.

"We have to create the win-win situation. Only joint success preserves the partnerships. We can't be successful without them and vice-versa."

Mr Bieske believes it's important to recognise that each partner has different strengths. "We should not try to duplicate what the other partner does best. That would just mean duplication of costs, effort and time. They've got strengths and so have we."

Meanwhile, Norm Rees says a study by the University of NSW found that the organisations that did best during the recent recession were those that tolerated a diversity of people in the top echelons. "These companies had people who worked together cooperatively but were very



different. The differences seemed to give a commercial advantage to an organisation."

Hewlett and Packard are a case in point. Bill Hewlett liked the engineering side of the business while Packard was more interested in the running of the business itself, and together they created a multinational enterprise.

A recent magazine profile of one of Australia's best architectural firms, Denton Corker Marshall, also illustrated the importance of combining complementary skills in a partnership.

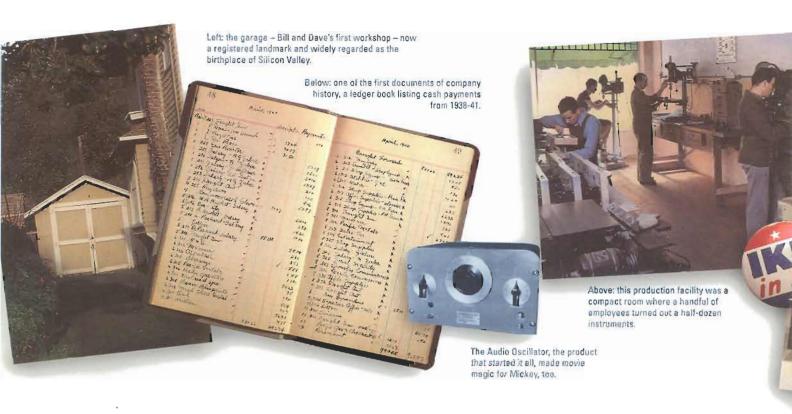
It's said the three partners, John Denton, Bill Corker and Barrie Marshall, are "joined at the hip", but they play different roles in the firm. Denton is the ideas man; Corker the pragmatic businessman; Marshall the gifted illustrator. Together, they believe, they have a strength they would not have as individuals. And no

doubt they have. They were recently awarded Australia's top prize for architecture.

Bringing together different skills is all very well, but another vital element is that the partners in any relationship have to get on. Hewlett and Packard, for example, began as friends who shared a love of the outdoors.

Norm Rees says an ability to "argue, but not fight", is an important part of a successful partnership. "In a good partnership people can discuss things, even argue, but they don't withdraw or sulk. They get their feelings on the table, deal with them, and that makes for a more dynamic relationship."

John Bieske says the relationship has to be very open, frank, honest and also confidential. In the end, it's not unlike a marriage. "As in any relationship you have to work to overcome difficult times."



David Packard & William Hewlett Standing the

The partnership between David Packard

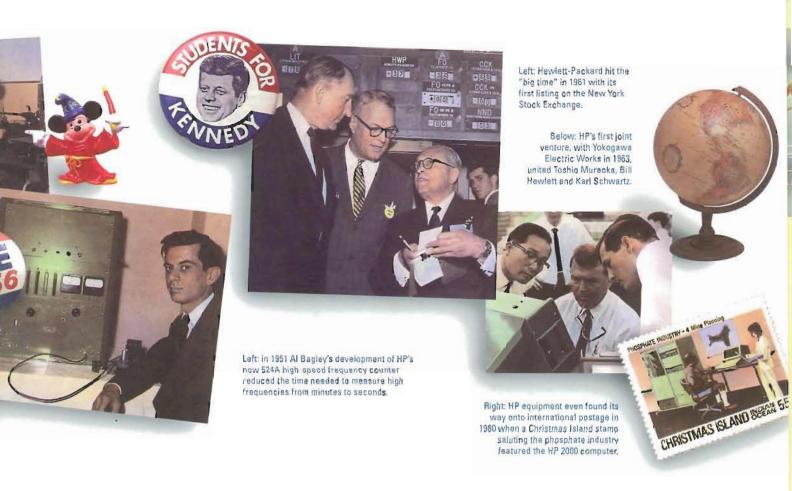
and William Hewlett was based on friendship,
common attitudes, understanding, respect and
a strong desire not only to be successful in what
they achieved but also in how they did it.

N MARCH 26, 1996, David Packard co-founder of Hewlett-Packard, died at Stanford Medical Centre as a result of complications associated with pneumonia.

David Packard's death is a significant loss to the company and to the information technology industry. He built his life around being an honest, charitable and innovative businessman and narrowing the gap between employee and management. The partnership between David Packard and William Hewlett was one of the most powerful and successful business partnerships ever formed. It was based on friendship, common attitudes, understanding, respect and a strong desire not only to be successful in what they achieved but also in how they did it.

Following graduation as electrical engineers from Stanford University in 1934, Packard and Hewlett went on a two-week camping and fishing trip in the Colorado mountains. They discovered strong similarities in their attitudes and their shared love of the outdoors strengthened the friendship and helped build a mutual understanding and respect that was to become the core of their successful business relationship.

Recognising their potential for success, Professor Fred Terman of Stanford University encouraged the two to start a business together. In doing so Hewlett and Packard created a culture, not just a company, that has given Silicon Valley its unique character. Packard's one-car garage behind 367 Addison Avenue in Palo Alto doubled as a workshop for Bill



test of time

Hewlett and Dave Packard when they began. The Hewlett-Packard Partnership was formed on January 1, 1939, with \$538 in capital, a coin toss deciding whose name would go first on the company logo. By 1940 the partners had outgrown the garage and rented part of a small building in Palo Alto, hiring their first employees to help with the production of instruments.

They began producing an innovative audio oscillator, designed by Hewlett, which improved engineers' ability to develop and test sound systems. One of the company's first orders was from Walt Disney Studios, which used eight HP oscillators in developing the sound track for the movie "Fantasia". Hewlett and Packard and the company they co-founded have been pioneering contributors to the information technology industry since these earliest days.

Hewlett and Packard recognised and encouraged future personal development and strove to include staff in all aspects of the business. "The HP way" – as their management style became known – combines innovative personnel policies with a determination to improve quality, lower cost and expand markets.

The informal structure of the company led to what eventually became known as the "open

door" policy. "Management by walking around" was very much a part of HP. They wanted more than profits, revenue growth and a constant stream of new happy customers. For them business success also included:

- focusing on a field of interest in which innovative, meaningful contributions were possible;
- a dedicated, fairly compensated workforce and a working environment that fostered intense individual creativity; and
- a company-wide commitment to community involvement.

The electronics company that Hewlett and Packard founded in 1939, in Palo Alto, today is a multinational enterprise with more than 100,000 employees and fiscal 1995 revenue of \$31.5 billion. The company frequently is cited for excellence in personnel practices, business management, product quality and service – all legacies of Packard's influence. Hewlett and Packard were successful businessmen not only because of their dedication, determination and the 'personal touch' which was such a part of their management style, but also because of their strength as a partnership.

Putting the sizzle into multir

When students of Swinburne University's School of Computer Science and Software engineering returned for their second term in July, multimedia applications suddenly seemed to sizzle ...

By Luis Huesch

hose among them who are always keen to
"look under the hood" would quickly have
found the source of the sizzle: a total
makeover of the department's twin labs using
Hewlett-Packard's 100VG-Any LAN
technology that is claimed to allow data rates
of up to 100Mbit/s on voice grade cabling.

This is up to 10 times the "speed" of common-or-garden Ethernet, and this type of throughput is very much appreciated by users of graphics and video intensive applications.

The new network supplied by Leading Solutions of Doncaster, Victoria – said to be one of the largest HP resellers in Australia – links 40 PCs in two separate labs at the Hawthorn campus. The school's Computer Systems Manager, Grant Collins (GCollins@swin.edu.au) and his staff installed everything themselves in May. When this writer visited at the end of July, the new term had just started but students had not yet taken full possession of their new facilities.

The School of Computer Science and Software Engineering has two labs: the Open Systems lab with 20 PC clones used mainly for teaching multimedia matters and the Human-Computer Interaction lab, also with 20 clones, which is used essentially for research into computer interfaces.

With up to 40 students running bandwidth-intensive, multimedia applications at a time, one could perhaps expect optical fibre to run right up to the workstations, right? Not quite, at a funds-starved Australian education institution – but HP's 100Mbit's VG backbone network gear comes to the rescue.

Swinburne's multimedia labs are the only place on the campus that's on this high-speed network.

What about access to the 10Mb 'conventional' Swinburne network if students want to reach other computing facilities?

HP has a simple solution off the rack, so to speak: a 10-to-100 bridge that matches the different LAN data rates to and from the three 15-port AdvanceStack 100VG hubs as required.

A dual-Pentium-powered HP NetServer LH2 with 128MB of main memory, a dual lane PCI bus, onboard SCSI controller and 8GB of Fast-Wide SCSI II disk storage (mirrored in twin 4GB 'partitions') ties everything together using HP's OpenView with HP interconnect Manager running on Microsoft NT Server 3.51 and talking to SNMP (Simple Network Management Protocol) agents running on the HP AdvanceStack hubs.

The work stations themselves are generic PCs with 133MHz Pentium CPUs and 32MB of EDO RAM each and



nedia

Swinburne University's computer systems manager, Grant Collins ... for work group networking, everything points to HP.

having 1.6 GB IDE hard drives and 17in colour monitors. Apart from business-standard application suites such as Microsoft Office 4.3, the machines in the Open Systems Lab – the main multimedia lab – each run Authorware, Paintshop Pro, Asymmetrix Toolbook and Borland's new Delphi programming environment as well as the company's C++ compiler.

There is even an ADA compiler on the workstations.

The Human-computer Interaction Lab's PCs in addition run artificial intelligence tools such as M4 for developing intelligent human-computer interfaces. There's also an HP ScanJet 4c for scanning in images for the Web page creation and for OCR (optical character recognition). Each lab is equipped with an HP LaserJet 5M printer.

All software runs locally on each machine, but Grant notes that he can load applications on the server any time and make them available to the workstations as required.

Microsoft's Systems Management Server and BackOffice, running on the server lines, are used for software and hardware audits, as well as distribution of software.

In the next version, Grant looks forward to the capability of giving remote help to the students at the individual workstations. The MS Office suite will be upgraded to the NT version, and an upgrade to Microsoft NT Server 4.0 is on the cards.



Since 3.51 is doing just fine right now, would this be for the free Internet Server and assorted tools thrown in with 4.0?

Definitely not, says Grant, who points out that "we've blocked all access to the World Wide Web – otherwise we'd get no work done ..."

But Grant says FTP (file transfer protocol) access to the Internet remains available so students can download programs and pictures. And at least some students have learned one thing already, even though classes proper would be starting only a week later: they can easily work around the blocked main Net entrance through the Web – by using FTP.

Luis Huesch is the principal consultant of Techtrak, an IT consulting and training specialist. E-mail:techtrak@midcoast.com.au

Healthy, Wealthy &

wise

Tips for effective business communications

- 1. Avoid alliteration. Always.
- 2. Prepositions are not words to end sentences with.
- 3. Avoid cliches like the plague. (They're old hat.)
- 4. Employ the vernacular.
- Eschew ampersands & abbreviations, etc.
- Parenthetical remarks (however relevant) are unnecessary.
- 7. It is wrong to ever split an infinitive.
- 8. Contractions aren't necessary.
- Foreign words and phrases are not apropos.
- 10. One should never generalise.
- 11. Eliminate quotations. As Ralph
 Waldo Emerson said: "I hate
 quotations. Tell me what you know."
- 12. Comparisons are as bad as cliches.
- Don't be redundant; don't use more words than necessary; it's highly superfluous.
- 14. Be more or less specific.
- 15. Understatement is always best.
- 16. One-word sentences? Eliminate.
- Analogies in writing are like feathers on a snake.
- 18. The passive voice is to be avoided.
- 19. Go around the barn at high noon to avoid colloquialisms.
- 20. Even if a mixed metaphor sings, it should be derailed.
- 21. Who needs rhetorical questions?
- 22. Exaggeration is a billion times worse than understatement.

Is your desk always cluttered?

Are you always trying to justify your messy office, bedroom, car, house life ...? Are you tired of explaining to people that being untidy does not mean that you are disorganised? Do you try in vain to convince people that you know exactly where everything is at all times?

If you can relate to this, here is some ammunition (from one desk clutterer to another).

Many of the world's geniuses – Thomas Edison, Charles Darwin, Albert Einstein and Picasso – were famous for their work clutter.

Research findings have shown that a cluttered desk usually indicates that a person thrives on visual stimulation, jumping back and forth between projects and enjoying the stimulation of seeing various projects in progress.

Research also shows that most clutter-a-holics actually DO know the exact location of a particular item amid all the clutter.

So there!

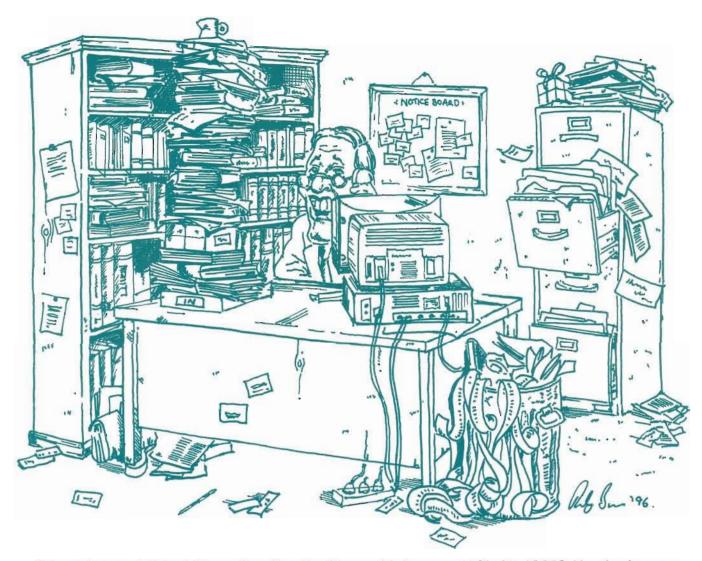
Managing conflict at work

Inevitably there will be some people in your workplace who don't get on and although this is to be expected, it is difficult to tolerate if you are directly, or even indirectly involved.

Any form of friction can make work unpleasant – and no one needs that. Whether it is a conflict of loyalties, general hostility among colleagues, snide remarks, gossip or an undercurrent of ill feeling, being exposed to it each day can become a source of stress – for everyone – not just those involved.

What should you do if two people at work don't get on?

· Determine if it's wise to get involved.



"Now let me get this right, you're after the Fitzgerald document I filed in 1992? No, that's not a problem, with my highly advanced filing system I'll have it on your desk in five minutes."

- Sometimes good intentions backfire and you could get caught up in something that really has nothing to do with you. However, if it is affecting your work and making you feel uncomfortable, you have a few options: take it upon yourself to act as an intermediary; approach someone in the organisation that you think is equipped to handle it effectively. Is there a known and workable procedure in dealing with a conflict like this? Also, consider the consequences of not addressing this situation. Talking about conflict is awkward but at least it leaves the door open for a resolution. When a problem is avoided, feelings fester, which only makes it worse. Although it may not seem this way, it is actually easier to confront something than to ignore it.
- If you decide to become involved, before you say anything, evaluate the situation. How long has this conflict been going on? Is it the result of a personal problem or is it strictly business related? Are they overreacting? Is it simply a breakdown in communication?

"We are continually faced by great opportunities brilliantly disguised as insoluble problems."

- Lee lacocca

Consider when and how to approach those involved and remember that the conflict will only be resolved if each person agrees to the same solutions. State them clearly so there is no misunderstanding. It's a good idea to organise a follow-up meeting to see how things are going.



1. HP DesignJet 330 & 350C plotters



2. HP Vectra XA PC

1. HP DesignJet 330 & 350C plotters

Low cost, fast, reliable, large-format inkjet plotters, offering the best print quality in their class.

- The first HP plotters to bring roll-feed paper and film media to the entry-level segment of the computeraided-design (CAD) market.
- The 330 is the first monochrome plotter that can be upgraded to full color.
- Quality of higher-end devices at an entry-level cost.
- Modular design with optional color and roll-feed upgrade kits.

A4-A1 A4-A0

RRP: Australia, including sales tax:

HP DesignJet 330 \$3,948 \$5,370 HP DesignJet 350C \$4,949 \$6,739

New Zealand, including GST:

HP DesignJet 330 \$4,230 HP DesignJet 350C \$5,220

HP FIRST Document ID: 90325

2. HP Vectra XA PC

Full featured, high performance, Pentium Pro & Windows NT Desktop PC for advanced users.

- Intel Pentium Pro 180 or 200 MHz processor, top performance (32bit) computing power.
- PCI Bus Master Enhanced-IDE (DMA Mode 2)
 controller with PIO Mode 4 support for top hard disk
 drive performance (up to four Fast-IDE devices
 supported).
- Interactive communication 32bit 10Base-T LAN, full duplex audio.
- Low cost of ownership leading PC manageability with RPO, advanced security.
- True-color desktop publishing, professional video playback, and full-screen 3D animation.

RRP: Australia, including sales tax: \$5,226-\$6,390 New Zealand, including GST: from \$5,575

HP FIRST Document ID: 90354





3. HP DeskJet 820Cxi printer



4. HP LaserJet 5, 5M & 5N printers

3. HP DeskJet 820Cxi printer

Sharpest blacks, most brilliant color, and uncompromising speed at the lowest possible price.

- HP's first color inkjet printer custom-engineered exclusively for Windows users.
- Uses HP's new DeskJet Printing Performance Architecture printing technology to deliver fast, high-quality printing.
- The first product in HP's new "Professional Series" product line tailored for business printing, offering small-business and home-office users superior performance and exceptional quality.
- RealLife imaging System to automatically deliver vivid colors and sharp black text on plain paper.

RRP: Australia, including sales tax: \$832 New Zealand, including GST: \$811

HP FIRST Document ID: 90328

4. HP LaserJet 5, 5M & 5N printers

Offer workgroups faster, higher quality graphics printing, improved ease of use and a lower price.

- The first printers to use HP PCL 6, HP's nextgeneration printer language, which offers faster graphics, improved greyscaling, a new font-synthesis technology and complete backward compatibility.
- Sleek new industrial design, fifth-generation
 HP JetAdmin software and a higher duty cycle.
- PowerSave and Economode printing options, which reduce the cost per page by approximately 20%.

RRP: Australia, including sales tax:

 HP LaserJet 5
 \$2,996

 HP LaserJet 5M
 \$3,837

 HP LaserJet 5N
 \$3,486

New Zealand, including GST:

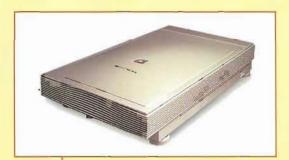
 HP LaserJet 5
 \$3,000

 HPLaserJet 5M
 \$3,980

 HPLaserJet 5N
 \$3,530

HP FIRST Document ID: HPLaserJet 5 90340 HPLaserJet 5M 90341 HPLaserJet 5N 90342

products



5. HP ScanJet 4p scanner



6. HP OmniBook 800 notebook PC



7. HP NetServer LH Plus

5. HP ScanJet 4p scanner

High quality and reliable color and greyscale scanning, convenient and affordable.

- 1200 dpi enhanced resolution, 300 dpi optical resolution for good image quality and scanned text.
- Ships with an image editor, allowing HP ScanJet users to enhance and customise their scanner images quickly.
- Easy to use, good quality color and greyscale scanner at a low, value-driven price.

RRP: Australia, including sales tax: \$999 New Zealand, including GST: \$988

HP FIRST Document ID: 90327

6. HP OmniBook 800 notebook PC

Complete, work-on-the go computing solution, with reliability, portability and ruggedness.

- Intel Pentium 100 or 133 MHz notebook processor.
- High-speed PCI bus, leading-edge graphics components, high-capacity PCI hard drives, a 256 KB L2 cache, and up to 48 MB of Extended Data Output (EDO) DRAM – which uses pipelining to speed data access.
- Fullsize keyboard, a built-in pop-up mouse, quicklaunch software keys, and a long-life lithium-ion battery.

RRP: Australia, including sales tax: \$5,420-\$7,750 New Zealand, including GST: from \$6,470

HP FIRST Document ID: 90198

7. HP NetServer LH Plus

Ideal for needs ranging from sharing files and resources to running processor-intensive applications.

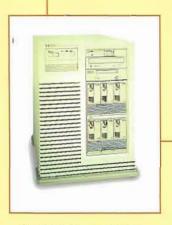
- Advanced memory subsystem with Extended Data Out (EDO) and large memory Dual Inline Memory Module (DIMM) capacity.
- High system uptime and fault tolerance.
- HP OpenView included the industry leading network management software.

RRP: Australia, including sales tax: \$9,789-\$16,285 New Zealand, including GST: from \$12,450

HP FIRST Document ID: 90209



8. HP NetServer LX Pro



9. HP NetServer LH Pro



10. HP DeskJet 690C printer

8. HP NetServer LX Pro

Optimised for mission-critical server-based applications. Powerful, high-availability Superservers for the enterprise.

- Four-way Pentium Pro symmetric multiprocessing (SMP) for the ultimate Superserver performance.
- · Dual PCI peer buses for maximum throughput.
- Hot-swap redundant power supply, hot-swap disk subsystem, redundant fans, internal duplexing, and RAID storage for the highest fault tolerance.
- Expandable solution with advanced management tools.

RRP: Australia, including sales tax: \$23,376-\$43,777 New Zealand, including GST: from \$29,730

HP FIRST Document ID: 90219

9. HP NetServer LH Pro

Midrange servers that build on the best-in-class capabilities of HP's Pentium-based NetServer LH line.

- Advanced system architecture with scaleable Pentium Pro 200 MHz processors (uni- & dual symmetric multi processing).
- Advanced PCI bus and up to five PCI expansion shots.
- Extended Data Out (EDO) memory architecture.
- Hot-swap disk subsystem with built-in dual SCSI backplane for easy internal disk duplexing.

RRP: Australia, including sales tax: \$13,424-\$20,168 New Zealand, including GST: \$16,729-\$25,133

HP FIRST Document ID: 90188

10. HP DeskJet 690C printer

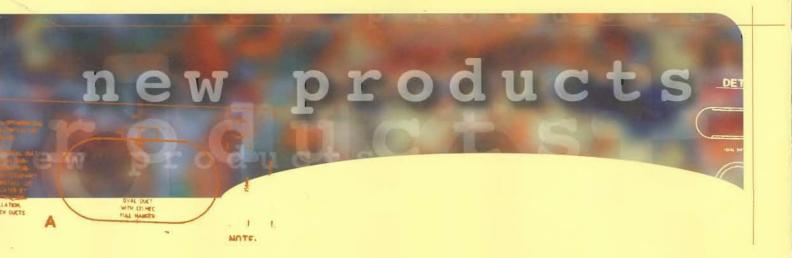
Versatile printer with breakthrough photo-quality color.

- HP RealLife Imaging System ensures true-to-life images. Outstanding print quality with brilliant colors and sharp, crisp blacks.
- Optional Photo Color Kit for even more spectacular photo-quality images.

RRP: Australia, including sales tax: \$664

HP FIRST Document ID: 90356







11. HP AdvanceStack switching hubs



12. HP DeskJet 870Cxi printer

To receive faxed information on any of these product releases simply call HP FIRST (see details on Page 2) and quote the relevant ID number.

11. HP AdvanceStack switching hubs

Provide new levels of flexibility and scaleability at low 10Base-T prices.

- Three new switching hubs and a switch module that provide industry-leading manageability, availability and performance at prices up to 30 per cent lower than the competition.
- Providing the greatest level of flexibility in the industry, unsurpassed performance in enabling new applications and file sharing.
- Reduce the cost and complexity of building, growing and maintaining workgroups.

RRP: including sales tax	Aust
HP AdvanceStack Switching Hub-12R	\$1,150
HP AdvanceStack Switching Hub-24R	\$1,977
HP AdvanceStack Switching Hub-24T	\$1,977
HP AdvanceStack 10Base-T Switch Module	\$1,310
New	Zealand
HP AdvanceStack Switching Hub-12R	\$1,289
HP AdvanceStack Switching Hub-24R	\$2,216
HP AdvanceStack Switching Hub-24T	\$2,216

HP AdvanceStack 10Base-T Switch Module J3212A

HP FIRST Document ID: 90061

12. HP DeskJet 870Cxi printer

The ultimate personal color printer for professionals who demand the persuasive power of visual impact.

- High performance, premium print quality, and network flexibility.
- Vivid, attention-getting color, sharp blacks and enhanced resolution, at a print speed that helps you complete even the most complex jobs quickly.
- Manual two-sided printing.
- Connectivity to all popular computing platforms including Windows 3.1x, Windows 95, DOS, Macintosh, Power Macintosh.

RRP: Australia, including sales tax: \$1,030 New Zealand, including GST: \$988

HP FIRST Document ID: 90357

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